

ORDER

FOX 11

Orders
Order / Rev: 4083207 - 2
Alt Order #: DIANNE FEINSTEIN
Product Desc: FEINSTEIN FOR SENATE
Estimate:
Flight Dates: 10/27/12 - 10/29/12
Original Date / Rev: 10/26/12 / 10/29/12
Order Type: GENERAL

KTTV

Primary AE: Jessica Price
Sales Office: L-LA
Sales Region: Local

Agency
Name: Morris & Carrick
Buying Contact:
Billing Contact:
 271 Madison Ave
 New York, NY 10016-1004

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Dianne Feinstein for Senate
Demographic: A35+
Product Codes: PL1c
Priority: Political CDR
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	4	\$20,400.00	\$17,340.00
10/29/12	10/29/12	9	\$6,975.00	\$5,928.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$20,400.00	\$17,340.00	0.00
November 2012	9	\$6,975.00	\$5,928.75	0.00
Totals	13	\$27,375.00	\$23,268.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anthony Castaneda	N-PHI	National	Start Of Order - End Of Order	100%
Jessica Price			Start Of Order - End Of Order	0%

Order Share

	Share	Total
KTTV	16%	\$27,375.00
Market	100%	\$171,093.75

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KABC	40%	\$68,437.50
KCAL	5%	\$8,554.69
KCBS	10%	\$17,109.38
KCET	0%	\$0.00
KCOP	0%	\$0.00
KDOC	0%	\$0.00
KHIZ	0%	\$0.00
KHSC	0%	\$0.00
KIDN	0%	\$0.00
KJLA	0%	\$0.00
KLCS	0%	\$0.00
KMEX	0%	\$0.00
KNBC	27%	\$46,195.31
KOCE	0%	\$0.00
KPXN	0%	\$0.00
KRCA	0%	\$0.00
KRPA	0%	\$0.00

KSCI	0%	\$0.00
KTBN	0%	\$0.00
KTLA	0%	\$0.00
KVCR	0%	\$0.00
KVEA	0%	\$0.00
KVMD	0%	\$0.00
KWHY	0%	\$0.00
UNKWN	2%	\$3,421.88

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Order / Rev: 4083207 - 2
 Alt Order #: DIANNE FEINSTEIN
 Flight Dates: 10/27/12 - 10/29/12

Advertiser: Dianne Feinstein for Senate
 Product Desc: FEINSTEIN FOR SENATE
 Estimate: KTTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTTV	10/29/12	10/29/12	M-F 5a-6a News Fox 11 AM News	CM	5a-6a M-----	:30	2	\$325.00	Polit	0.00	NM	2	\$650.00
NEWS LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				2	\$325.00		0.00			
2	KTTV	10/29/12	10/29/12	M-F 6a-7a News Fox 11 AM News at 6a	CM	6a-7a M-----	:30	2	\$700.00	Polit	0.00	NM	2	\$1,400.00
NEWS LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				2	\$700.00		0.00			
3	KTTV	10/29/12	10/29/12	M-F 7a-9a News GDLA News	CM	7a-9a M-----	:30	2	\$750.00	Polit	0.00	NM	2	\$1,500.00
GOOD DAY LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				2	\$750.00		0.00			
4	KTTV	10/29/12	10/29/12	M-F 9a-10a News Good Day LA	CM	9a-10a M-----	:30	1	\$425.00	Polit	0.00	NM	1	\$425.00
GOOD DAY LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$425.00		0.00			
5	KTTV	10/29/12	10/29/12	M-F 730p-8p PA 2 BIG BANG	CM	730p-8p M-----	:30	1	\$2,000.00	Polit	0.00	NM	1	\$2,000.00
BIG BANG LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,000.00		0.00			
6	KTTV	10/29/12	10/29/12	M-F 10p-11p News Fox 11 Ten O'clock News	CM	10p-11p M-----	:30	1	\$1,000.00	Polit	0.00	NM	1	\$1,000.00
NEWS LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,000.00		0.00			
7	KTTV	10/28/12	10/28/12	LN Rotator Fox 11 Ten O'clock News	CM	M-Su 10-11p -----S	:30	2	\$1,000.00	Polit	0.00	NM	2	\$2,000.00
NEWS LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				2	\$1,000.00		0.00			
8	KTTV	10/28/12	10/28/12	Su 8a-9a News Fox News Sunday	CM	8a-9a -----S	:30	1	\$400.00	Polit	0.00	NM	1	\$400.00
NEWS LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$400.00		0.00			
9	KTTV	10/28/12	10/28/12	World Series Game NonEM WS Game Non Local	CM	Various -----S	:30	1	\$18,000.00	Polit	0.00	NM	1	\$18,000.00
WORLD SERIES LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$18,000.00		0.00			
10	KTTV	10/29/12	10/29/12	Mo Local Prime Big Bang Theory	CM	9-10p M----- (9:00 PM-10:00 PM)	:30	1	\$0.00	Polit	0.00	NM	0	\$0.00
Adding local prime spot in case we have game 5 then \$ from 730p Big Bang will be applied to local prime spot. NCIT.														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$0.00		0.00			

KTTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	KTTV	10/29/12	10/29/12	Mo Local Prime Big Bang Theory	CM	9-10p (9:00 PM-10:00 PM)	M-----	:30	1	\$0.00	Polit	0.00	NM	0	\$0.00
Adding local prime spot in case we have game 5 then \$ from 730p Big Bang will be applied to local prime spot. NCIT.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----		1		\$0.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KTTV	10/29/12-11/04/12	Mo Local Prime			9-10p	(9:00 PM-10:00 M-----	:30		(\$0.00)	0.00	NM			
Credited [Client Request]															
													Totals	13	\$27,375.00